

DiGiTAL

NETWORK

INVESTORS PRESENTATION

DIGITAL

NETWORK



DOOH & OOH Market Leader in Central Europe

The largest and fastest-growing digital out-of-home network in the region, combining unmatched scale with premium landmark locations.



Driving the Digitalization of the OOH Market

Shifting the industry from static billboards to data-driven, programmatic digital media.



Five Years of Exceptional Growth

Over the past five years we have delivered ~1,200% profit growth, while market capitalization increased by ~2,115%.

From start-up to market leader



A focused management team with deep industry expertise has successfully built the largest premium DOOH and large-format outdoor network in Poland



Agnieszka Godlewska

CEO Digital Network SA



Aneta Parafiniuk

CFO Digital Network SA



Maciej Paciorek

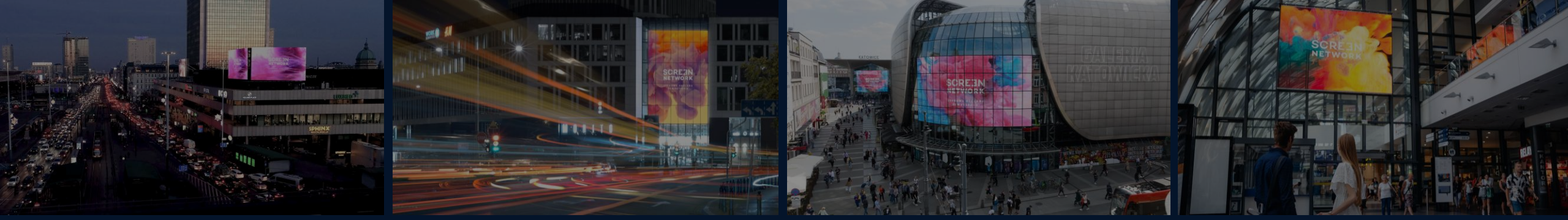
CSO SCREEN NETWORK SA & BGMO



Damian Reznar

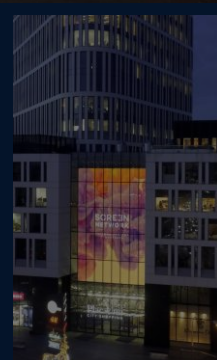
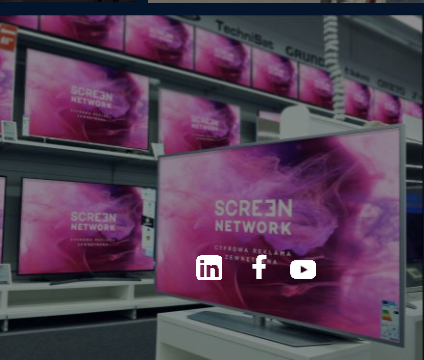
COO SCREEN NETWORK SA





20 000 screens Nationwide coverage

We reach 60% of urban residents in Poland every day



Showcase - sample outdoor screens

in high-traffic areas and prime locations



Warszawa | Hotel Presidential (Marriott)



Katowice | Dworzec PKP



Szczecin | Hanza Tower



Katowice | Galeria Katowicka



Warszawa | CH Plac Unii



Łódź | Rynek Manufaktury

Showcase - sample outdoor screens

City Screen- in high-traffic areas



Showcase - indoor outdoor screens

Train stations, shopping malls, metro, post offices



Post Offices



Warsaw Central



Warsaw Central



Media Markt



Relay & Inmedio



Costa Coffee

Strategic Acquisition

In October 2025, we acquired **Braughman Media Outdoor**, the largest owner of premium large-format advertising mesh in Poland, enabling us to:

- Become the clear leader in the Polish outdoor advertising market, with a dominant position in premium digital DOOH and large-format outdoor formats
- Strengthen our leadership in the premium outdoor segment, increasing both inventory volume and pricing power
- Improve operational efficiency, leveraging stronger purchasing power and negotiating position for new premium locations
- Gradually digitalize premium locations acquired as part of the transaction
- Accelerate growth across both key premium segments: Digital DOOH and Large-Format OOH



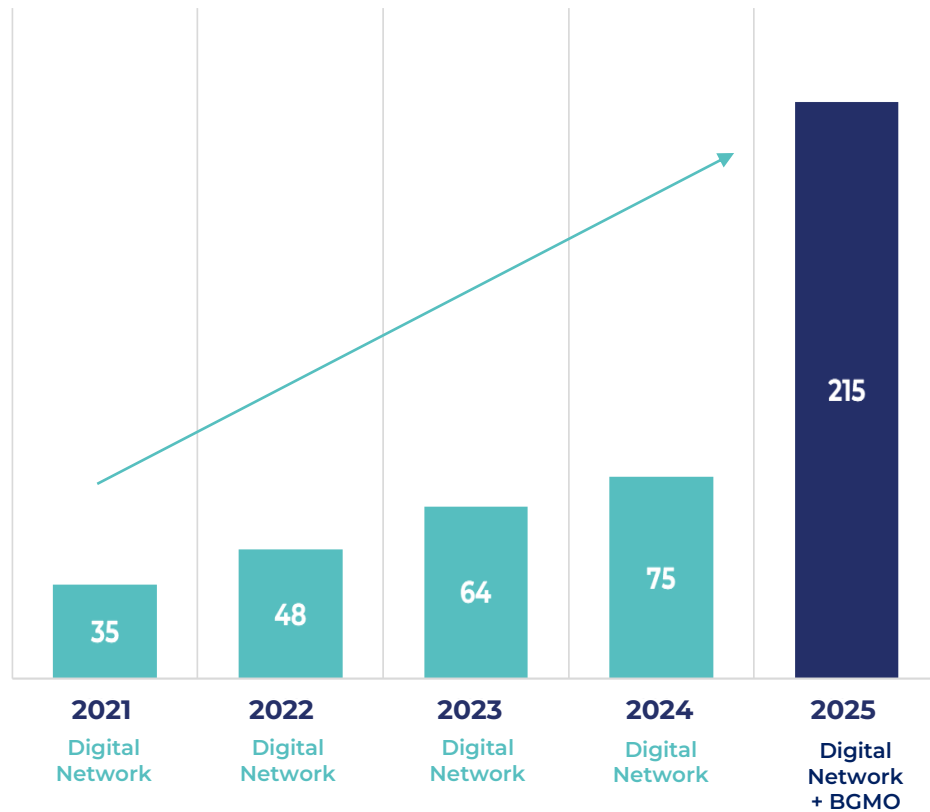
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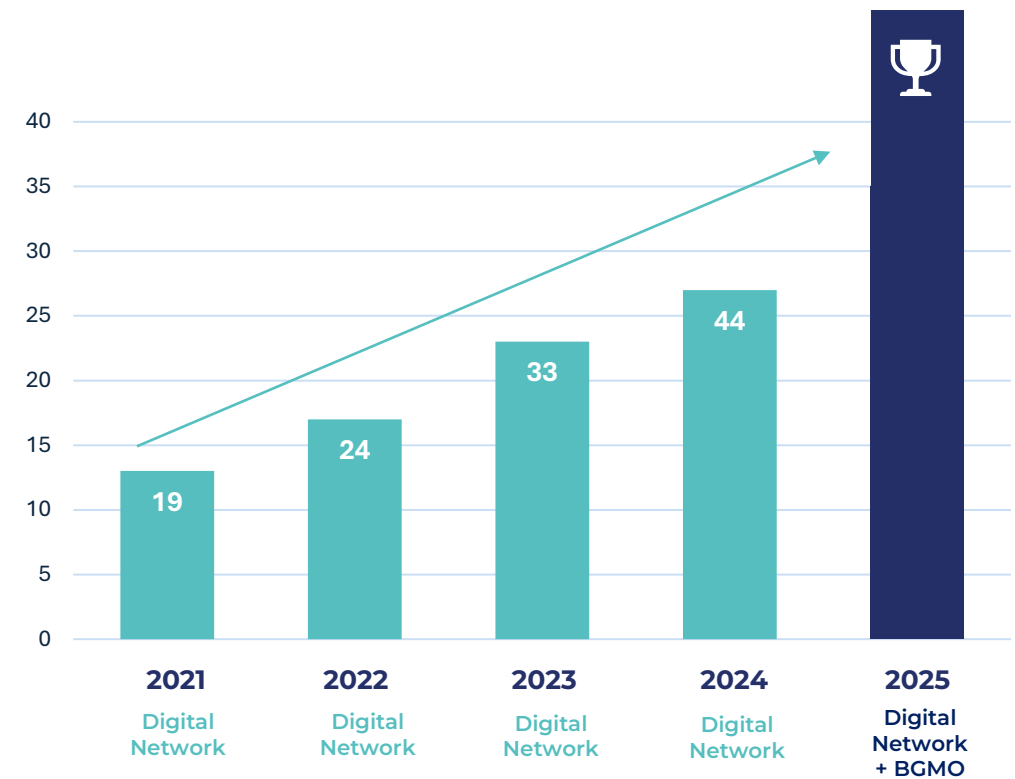
2.5x Revenue Potential

Accelerating Financial Performance

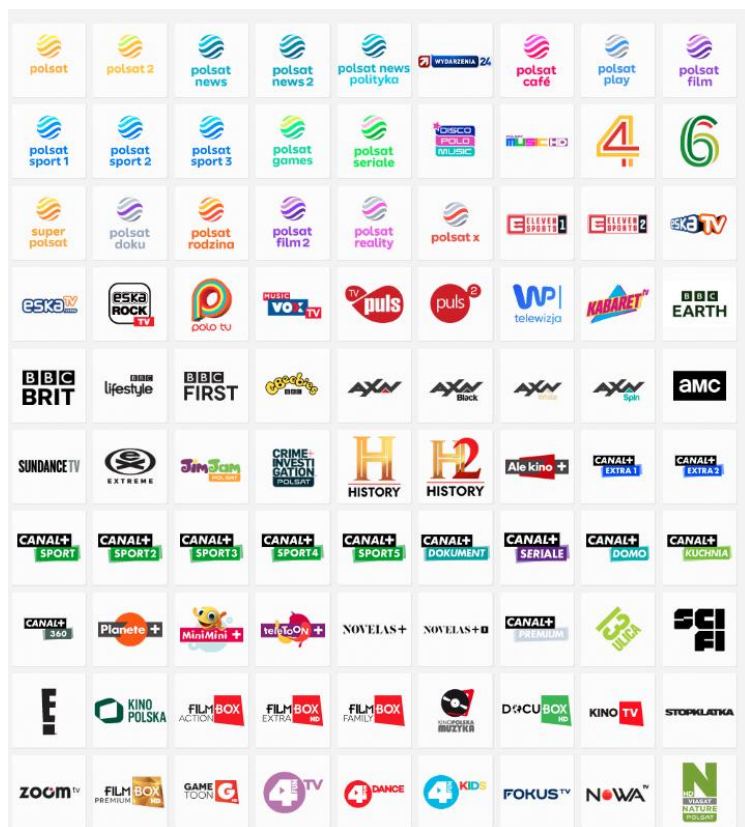
Net Revenue (PLN million)



EBITDA (PLN million)



Exclusive rights to sell outdoor advertising inventory through the largest advertising broker in Poland



polsat
media
adformat



Partnership with Polsat Media

- sales to media houses and advertising agencies

Key Strategic Benefits of the Partnership

- **Stable, uninterrupted cooperation** for over 8 years
- **Exclusive sales model** covering all outdoor products within the agency channel
- **Commission-based structure with a performance-linked mechanism** allowing commission reduction if sales targets are not achieved
- **High strategic relevance** for both companies
- **Strong commercial** and operational synergies
- **Direct access to the largest media agency** relationships in Poland
- **Strengthened pricing power** and premium positioning



Integration Status

- **Price increases** and elimination of minor intermediaries
- **Integration of two sales departments** into one (cost synergies and increased negotiation power)
- **Integration of two technical departments** into one (cost synergies and stronger purchasing negotiation power)
- **Integration of two network development departments** into one (cost synergies and improved purchasing negotiation power)
- **Integration of Finance and Administration departments** into one (cost synergies)

300+

Premium OOH Locations in the 12 Largest Cities with Digitalization Potential



**LARGE
FORMAT**



**TRAFFIC
BOARD**



MURALS



BACKLIGHT



HIGHWAY



150 sqm

Złote Tarasy Shopping Mall



**SCREEN
NETWORK**
CYFROWA REKLAMA

FOOD FYRIEL

STARBUCKS COFFEE

posnania

100 sqm

Posnania Shopping Mall



Massimo Dutti
DeCru
CONCEPT STORE
GUESS
Bershka
STRADIVARIUS
MayWay
CONCEPT STORE

Hilton Garden Inn

PODAROKI
PIĘKNO
TILLYS

CROSS JEANS
RESTAURACJA
nada

125 sqm

Milenium Hall - Rzeszów



CITY SCREEN

NEW TOP LOCATIONS





Petrol Stations

27x x 18 SQM



Location – High-Traffic Roads

27 new screens with an area of 18 m² across Poland



Koszalin	Elbląg
Toruń	Włocławek
Stargard	Warszawa
Inowrocław	Radom
Zielona Góra	Dąbrowa Górnicza
Wrocław	Ruda Śląska
Częstochowa	Katowice
Piekary Śląskie	Sosnowiec
Rybnik	Tychy
Zabrze	Chorzów

Location – High-Traffic Roads

BP Petrol Stations



COFFEE

New Indoor

Networks – 250 locations





4 tor track peron platform 3

3 peron platform tor track 2

16:00 Szczecin Główny
K

15:30
K

Railway Stations

Łódź, Szczecin, Warszawa

3 peron platform

Railway Stations

Łódź, Szczecin, Warszawa



Office Buildings

Poland: One of the Fastest-Growing Economies in the EU

Nearly 4% GDP Growth (about €28 billion in one year)

Massive Investment in Airports, Motorways & Rail Infrastructure



The Central Communication Port (CPK) will be a new state-of-the-art international airport and multimodal transport hub with an estimated investment cost of about PLN 131.7 billion by 2032



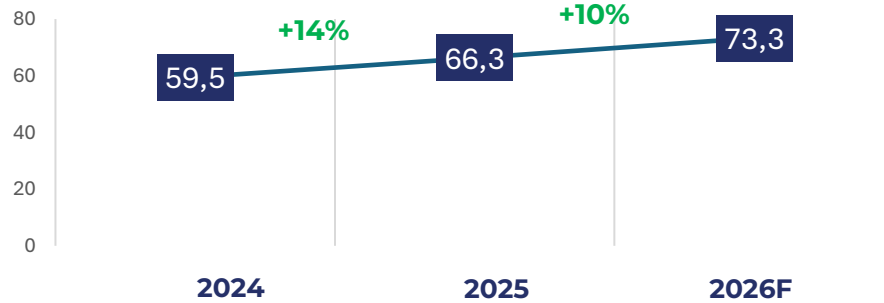
Poland is accelerating **highway expansion** — adding hundreds of kilometres of new motorways and expressways each year as part of a plan to grow the network to nearly 8,000 km.



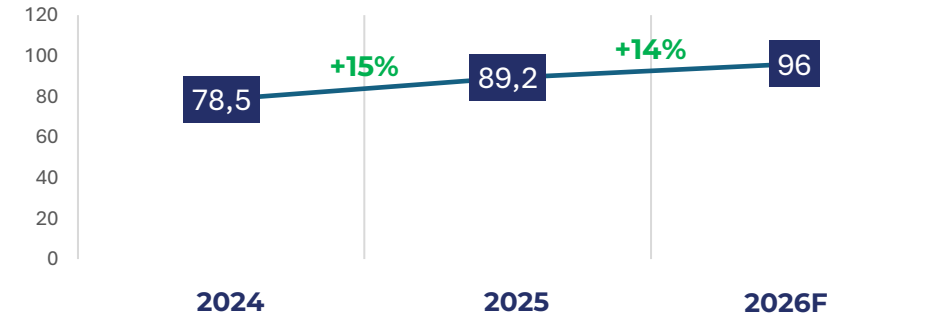
Poland is also modernizing and building **new railway** stations and major rail infrastructure to improve connectivity and capacity across the country

Poland's Outdoor Mobility Boom: 2024-2026

Airport Traffic Growth (in Mln / passengers)



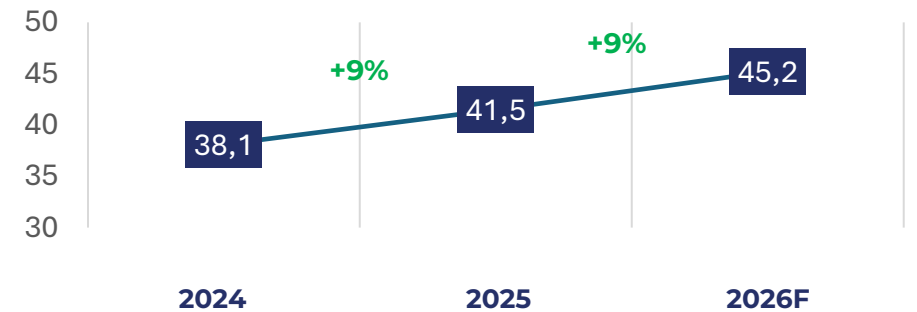
Railway Traffic Growth (in Mln / passengers)



Tourism Growth - Poland vs Neighbouring Countries

Country	Tourist Volume	Annual Growth Rate
Poland	20M → 22M (2024-2026F)	+9,88
Czech Republic	23.6M (2025)	+3,95
Germany	85M (2025)	+1.7%

HoReCa Market Growth (in bln PLN)





DIGITAL
NETWORK

Poland's advertising market is growing dynamically and is already worth almost

14 billion

PLN*

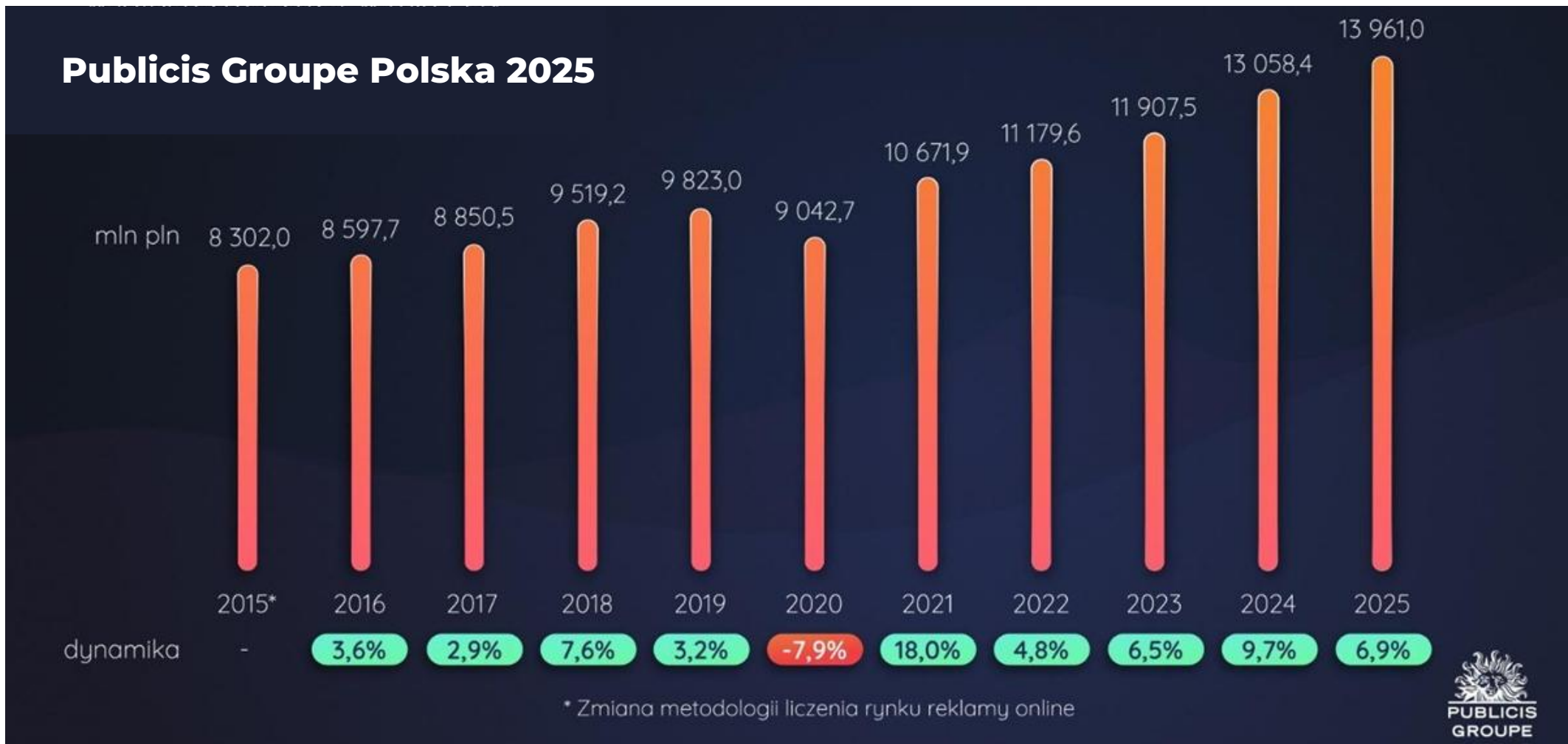


* Publicis Groupe Polska 2025

digitalnetwork.pl

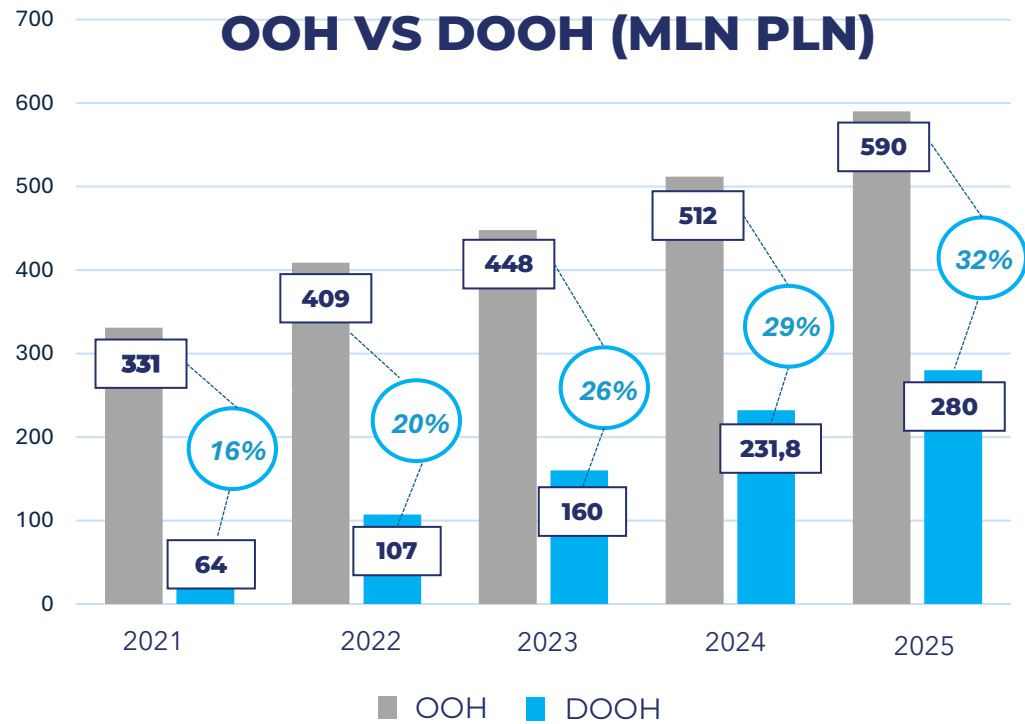
The advertising market in Poland

2015-2025



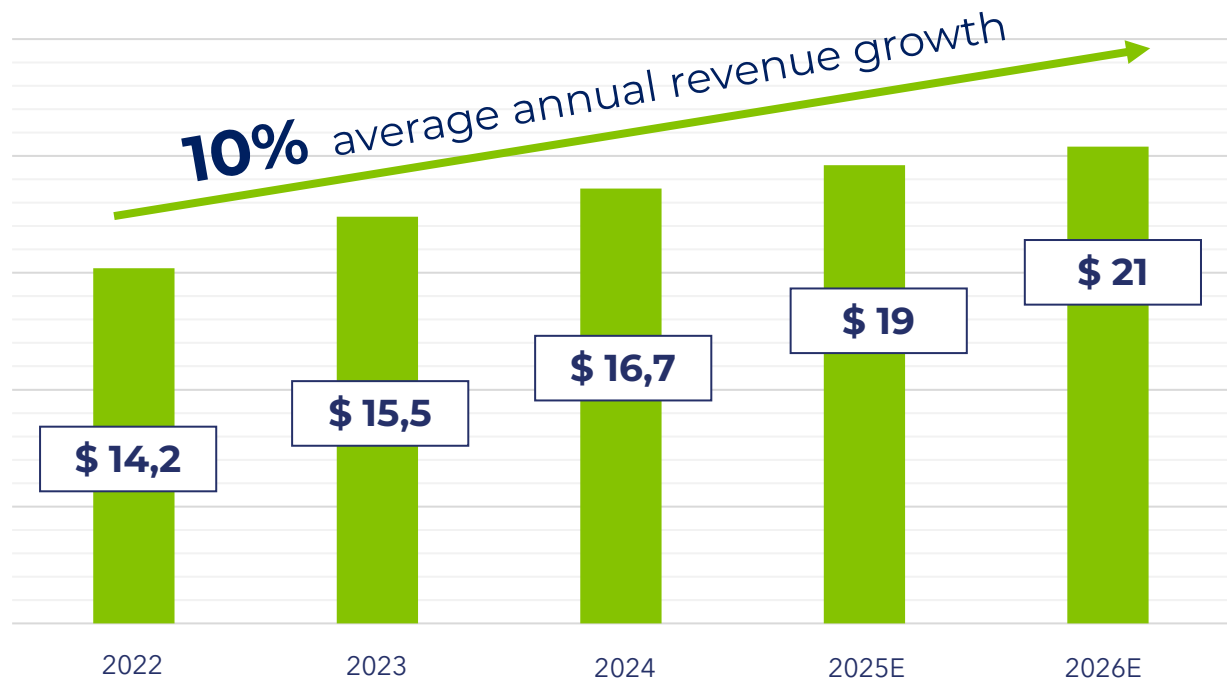
Accelerated Market Digitalization (Poland)

Share Growth in 2025*



Worldwide DOOH Growth

Revenue Growth 2022–2026E (USD bn)*



Every major city builds its own Times Square



Chengdu



Shinjuku District - Tokyo

Digital OOH

Is Reshaping Cityscapes



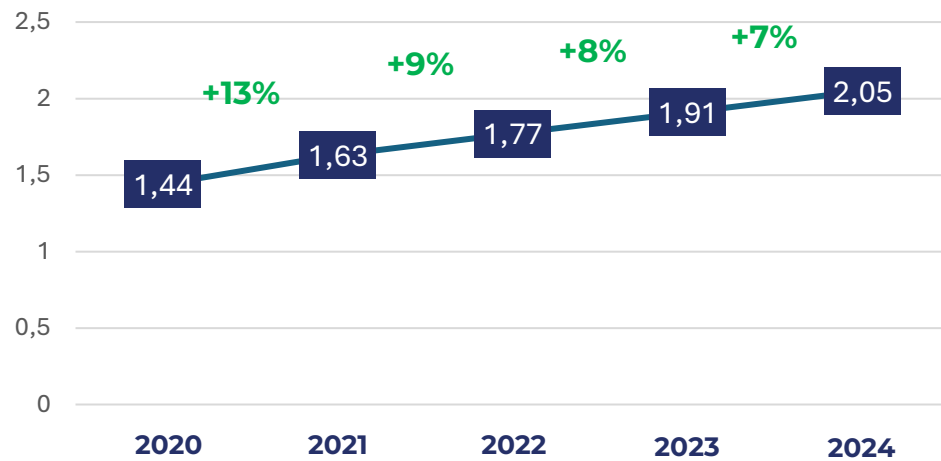
Las Vegas, The Sphere – 54 000 m²

Digital OOH

Investment Appeal of the Sector



Net Profit by Year for Ströer in BLN Euro (2020-2024)



STRÖER



Resilient Business Model

1

High Barriers to Entry

our business model is highly resistant to competition (entry barrier - takes time to build scale)

2

AI is an enabler not a disruptor

AI enhances our operational efficiency rather than disrupting the business model

3

Limited Threat from Big Tech

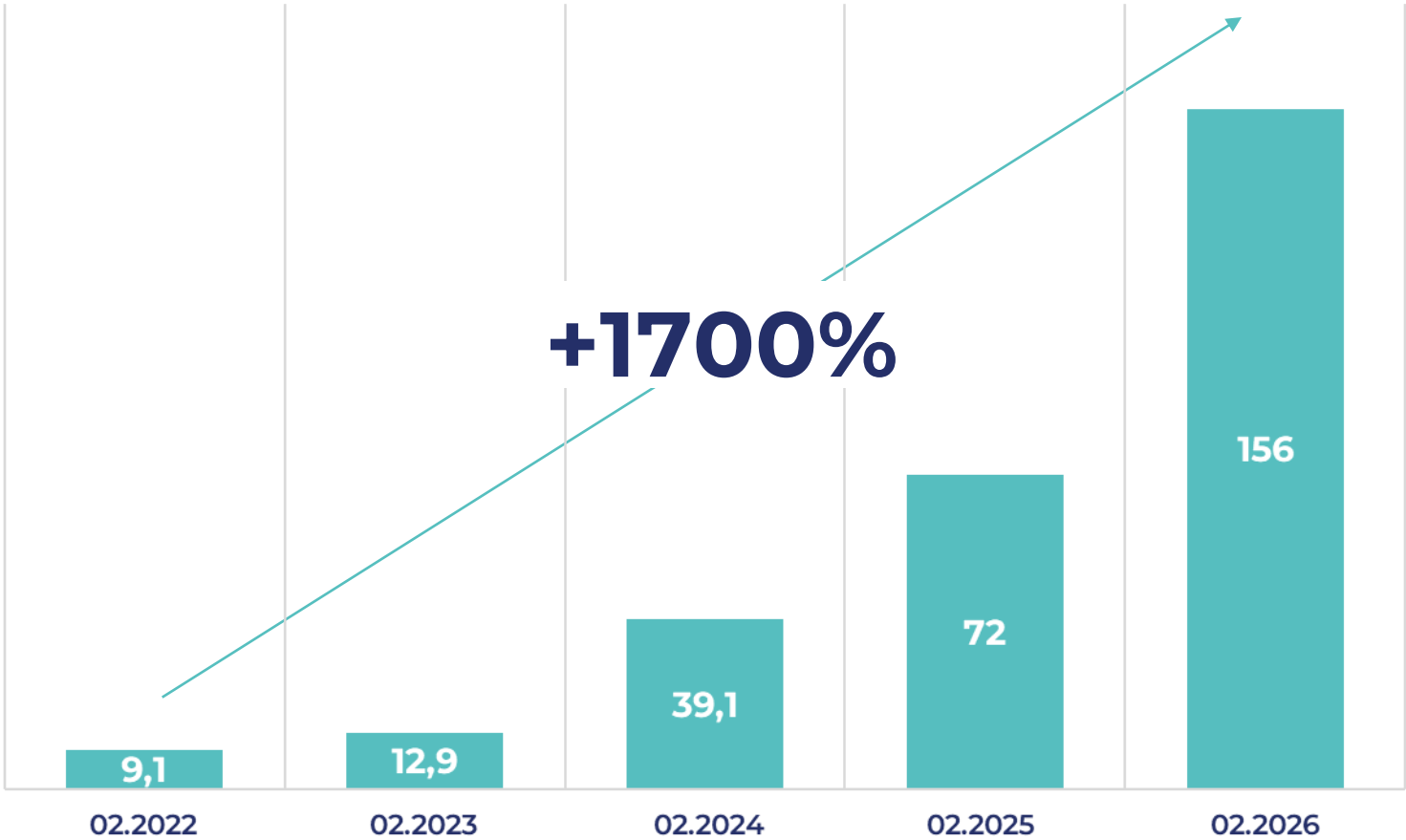
Premium outdoor advertising complements digital platforms such as Meta and Google or Facebook

4

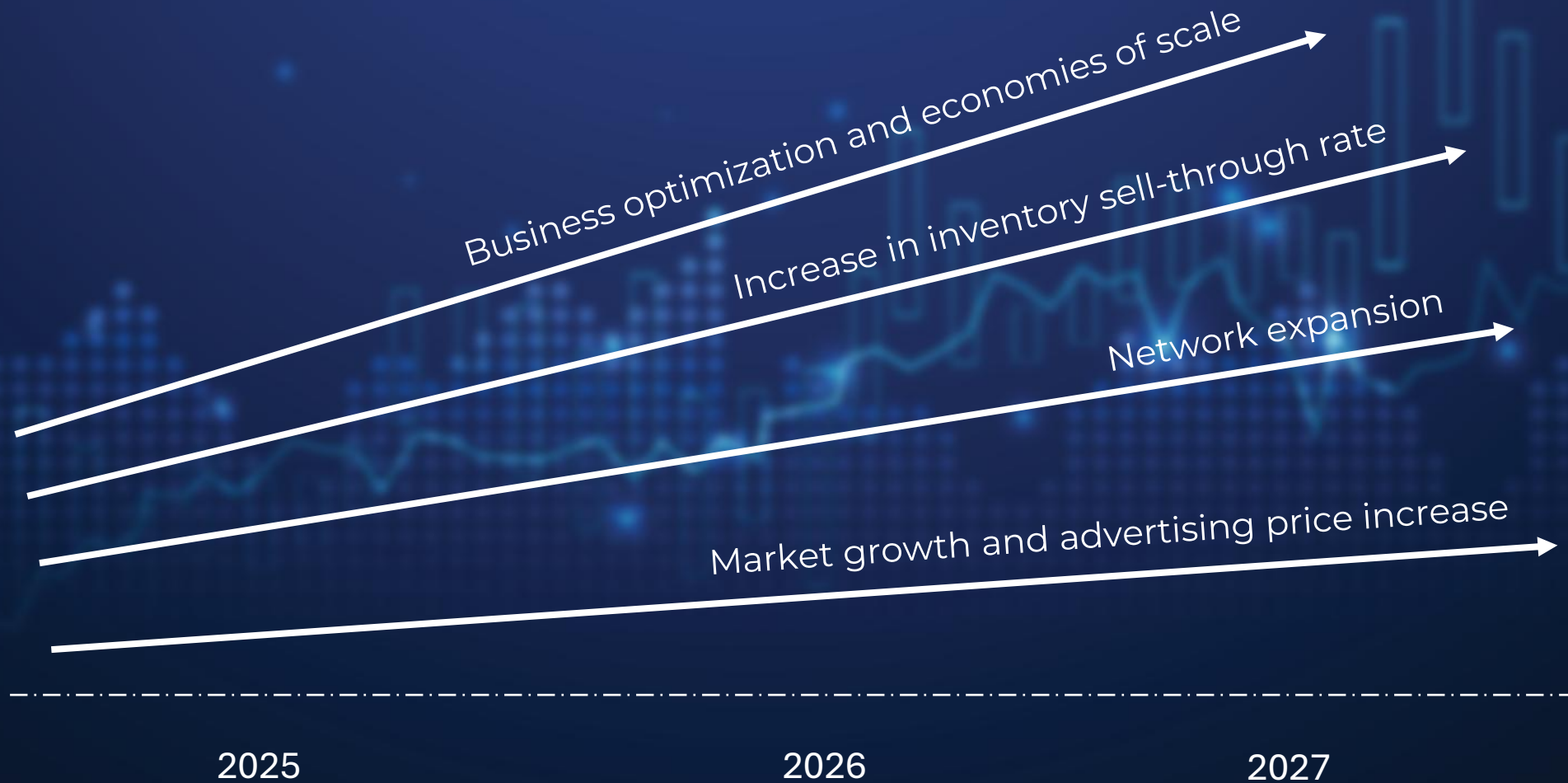
Independent from Global Supply Risks

We are also bullet proof against global conditions: oil prices, tariffs war, logistics, digital tax etc

Digital Network S.A. Share Price Increase (PLN)



Growth Factors



Growth Factors



Ongoing digital transformation of OOH



Annual ~10% price increases accepted by clients



Increasing budget shift from online to Digital OOH



Rapid growth of Programmatic DOOH campaigns



No structural threat from Big Tech (Meta, Google) or AI



Key Investment Strengths

- **Number 1 outdoor** player in Poland and Central Europe
- **Proven business model** with strong operating leverage
- **National scale: 20,000 screens**, premium landmark locations, integrated infrastructure
- **Significant upside from acquisition** and higher inventory utilization
- **Strong cash generation** supporting further expansion
- **High barriers to entry** (technology, permits, limited premium locations)
- **Consistent dividend policy** (annual payouts)





International Expansion Potential



Our game just started 😊

Thank you for your attention!

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